

KÉRASTASE PARIS BIOTIC



**Do you occasionally
hear yourself saying?**

"Sometimes I get
an itchy scalp"

"Every now and then I
experience some hair loss"

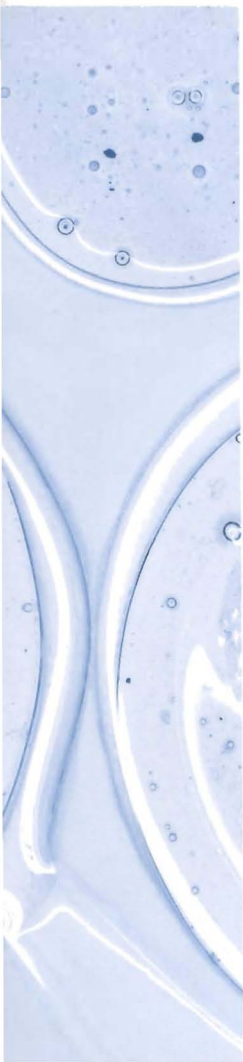
"Occasionally I find
flakes on my scalp"

The secret to beautiful hair is a healthy scalp.

The scalp is a fragile environment vulnerable
to everyday aggressions.

A combination of good and bad bacteria keeps
the scalp healthy.

If the bad bacteria becomes imbalanced, this can
lead to scalp problems.



Probiotics have already become part of a healthy lifestyle.

Probiotics have a strong presence in our everyday lives and are now recognised for keeping the body healthy; from the inside out.

Most commonly associated with digestive health, probiotics can be integrated into our everyday life to help prevent potential digestive problems, beating the issue before it arises.

More recently introduced in skincare, probiotics have been integrated into their formulae to work with the skin's natural defenses to anticipate and resolve specific skincare concerns before they arise.

The time has come to bring this preventative approach into the professional scalp and haircare market.

KÉRASTASE PARIS

INTRODUCES



BIOTIC

THE FIRST BIO-ACTIVATING PROGRAMME
FOR THE SCALP, WITH BIOFLORINE.

Bioflorine unique action:

Regulates, rebalances and reinforces the scalp's natural defenses.



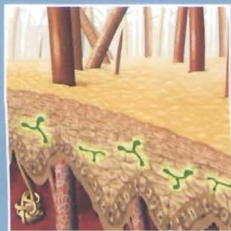
Before:

Scalp lacking natural healthy balance.



Action:

Bioflorine regulates and rebalances the scalp, whilst reinforcing the scalp's immune system.



Result:

Healthy, naturally balanced scalp.

IN - SALON RITUALS



OR



IN-SALON RITUALS

BIO-CALM FOR DRY SCALPS (STEP 1 OF 2)

Instantly soothes the scalp and adds hydration

Benefits

- Gently cleanses and removes impurities
- Rebalances the scalp
- Hydrates and refreshes the scalp

MICRO-PEEL FOR OILY SCALPS (STEP 1 OF 2)

Light exfoliating action and instantly soothes the scalp

Benefits

- Gently exfoliates and purifies the scalp
- Rebalances the scalp
- Instantly refreshes

MASSAGE BIO-RÉGULATEUR (STEP 2 OF 2)

Instantly rebalances and reactivates the scalp's natural defenses. Scalp will feel fresh and invigorated.

Benefits

- Restores the scalp's natural balance
- Restores lipidic balance
- Soothes and replenishes the scalp's natural resources
- Stimulates micro-circulation of the scalp

1
BATH

BAIN BIO-RECHARGE CHEVEUX SECS

A bio-energising hydrating bath for dry scalp's and hair

Benefits

- Gently cleanses to remove impurities
- Regulates and restores the scalp's natural balance
- Nourishes and refreshes the scalp



BAIN BIO-RECHARGE CHEVEUX MIXTES

A bio-energising purifying bath for combination scalp's (oily roots and dry ends)

Benefits

- Gently cleanses oily roots and nourishes dry ends
- Regulates and restores the scalp's natural balance
- Lightly nourishes the scalp, smoothes and detangles hair



TAKE-HOME
RITUAL

CONCENTRÉ BIO-RECHARGE

A bio-activating, replenishing take-home programme to reinforce the scalp's natural defenses

Benefits

- Rebalances the scalp
- Immediately hydrates the scalp
- Instantly refreshes and reinforces the scalp's natural protection

NB. Can be used every time hair is bathed or as a weekly treatment.



Frequently asked questions

Q. I sometimes suffer from dry flakes on my scalp – it's only now and then. What can I do?

A. **In-salon:** Experience the 2 step Kérabiotic Indulgence Ritual (Bio-Calm and Massage Bio-Régulateur) to cleanse, hydrate and rebalance the scalp.

At home: Use Bain Bio-Recharge Cheveux Secs, for dry scalps, and maintain your in-salon treatment with Concentré Bio-Recharge, your home haircare treatment to prevent flakes from reoccurring.

Q. I have a normal scalp with no irritations, flakes or hair loss? What should I use?

A. **In-salon:** Ask your stylist to identify your core hair concerns.

At home: Use Bain Bio-Recharge Cheveux Mixtes, for combination scalps, and top it up weekly with Concentré Bio-Recharge, your home haircare treatment to keep the scalp healthy.

Frequently asked questions

Q. Every once in a while, I suffer from some hair loss. I'd really like to try and **prevent** it. My scalp can get a little oily. What would you suggest?

A. In-salon: Experience the 2 step Kérabiotic Indulgence Ritual (Micro-Peel and Massage Bio-Régulateur) to cleanse, purify and rebalance the scalp.

At home: Use the 6 week Intervention Anti-Hair loss programme & Bain Prévention. Follow your programme with Bain Bio-Recharge Cheveux Mixtes, for combination scalps, and maintain the scalp with Concentré Bio-Recharge, your home haircare treatment.

Q. I have a dry scalp which **can become irritated** when I feel run down. What should I use?

A. In-salon: Experience the 2 step Kérabiotic Indulgence Ritual (Bio-Calm and Massage Bio-Régulateur) to cleanse, hydrate and rebalance the scalp.

At home: Use Bain Bio-Recharge Cheveux Secs, for dry scalps, and follow this with Concentré Bio-Recharge.